

Supplement Sales Analytics | Executive Overview

Location

All

Year

2024

Total Revenue
\$4M

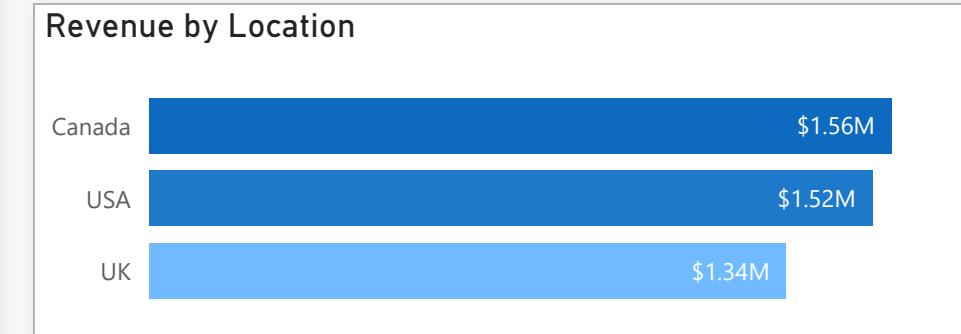
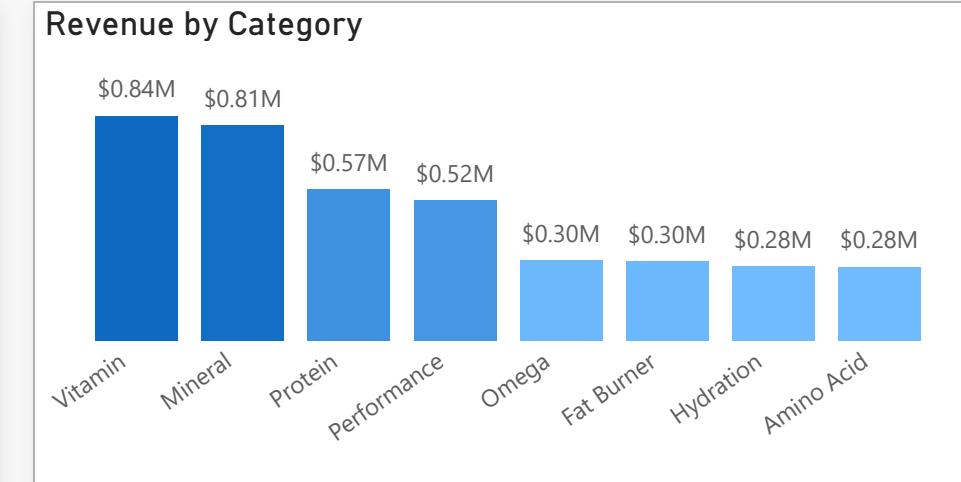
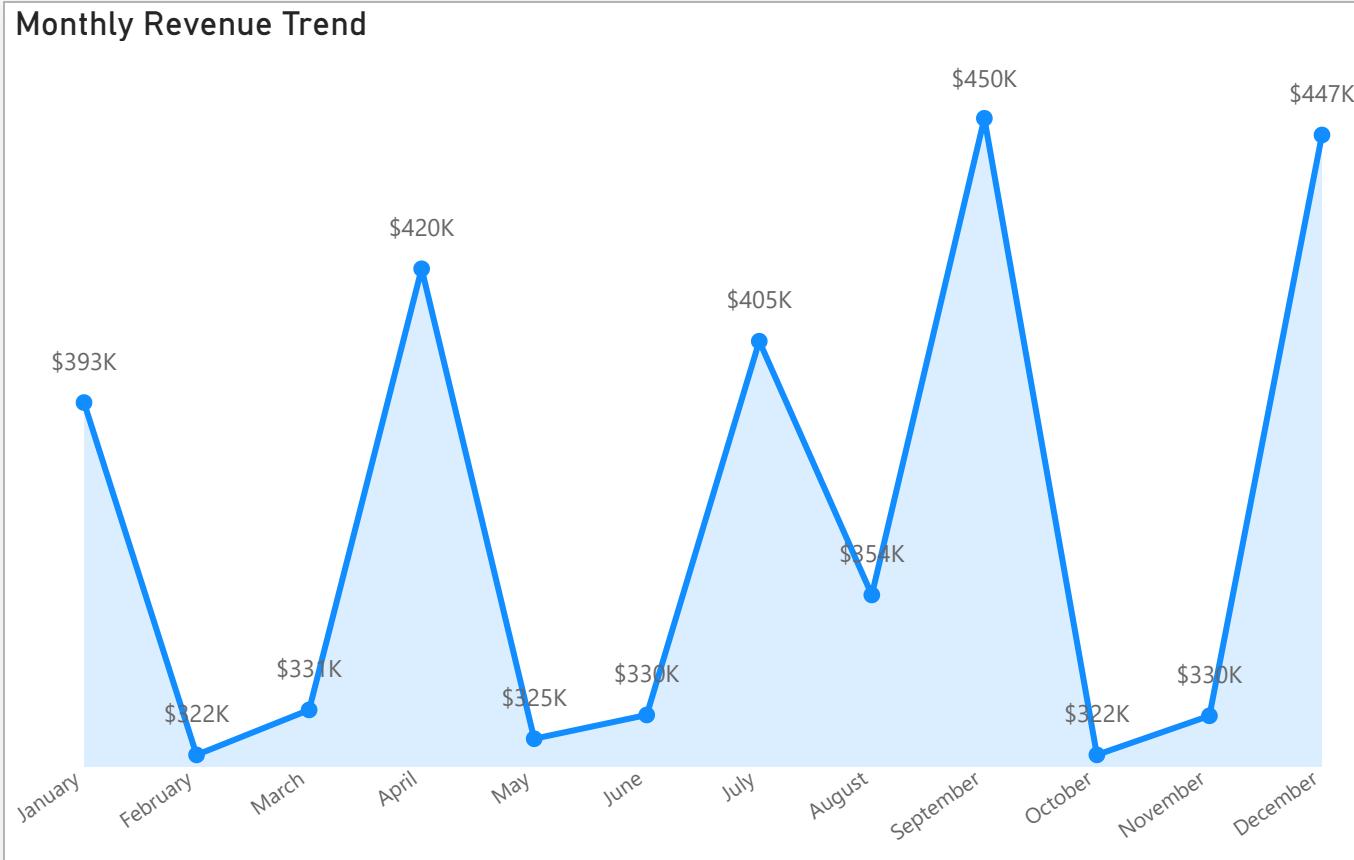
PY \$4,470,871 YoY ↓ -1%

Total Units Sold
128K

PY 125,038 YoY ↑ 2%

Total Returns
1,332

PY 1,278 YoY ↑ 4%



Supplement Sales Analytics | Product & Category Performance

Platform

All

Year

2024

Best Seller
Ashwgandha

8,079 units

Highest Revenue Product
Biotin

\$313,898.58

Best Platform
iHerb

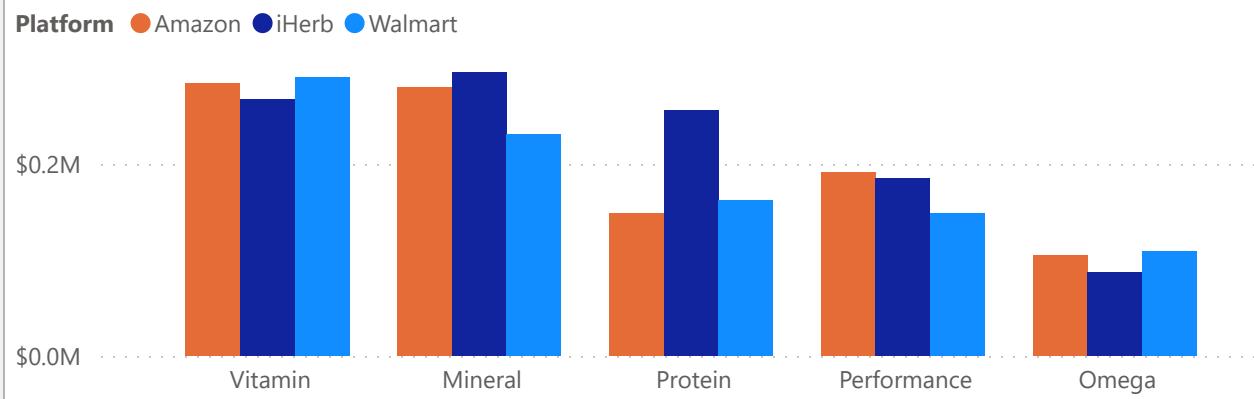
Top Products by Revenue



Revenue Share by Category



Category Performance by Platform



Product Performance Table

Product Name	Revenue	Units Sold	Return Rate %	Avg Discount
Biotin	\$313,899	8,023	1.00%	10.69%
Fish Oil	\$300,691	7,948	1.06%	11.87%
Green Tea Extract	\$296,977	7,933	0.93%	12.54%
Iron Supplement	\$288,302	8,040	1.12%	12.54%
Whey Protein	\$285,525	7,975	1.20%	12.99%
Multivitamin	\$283,191	7,871	1.09%	14.06%
Collagen	\$280,960	8,006	1.05%	11.50%
Total	\$4,429,367	127,707	1.04%	12.73%

Supplement Sales Analytics

| Risk & Operational Insight

Platform

All

Location

All

Year

2024

Return Rate %
1.04%

Highest Return Rate Product
Pre-Workout
1.23%

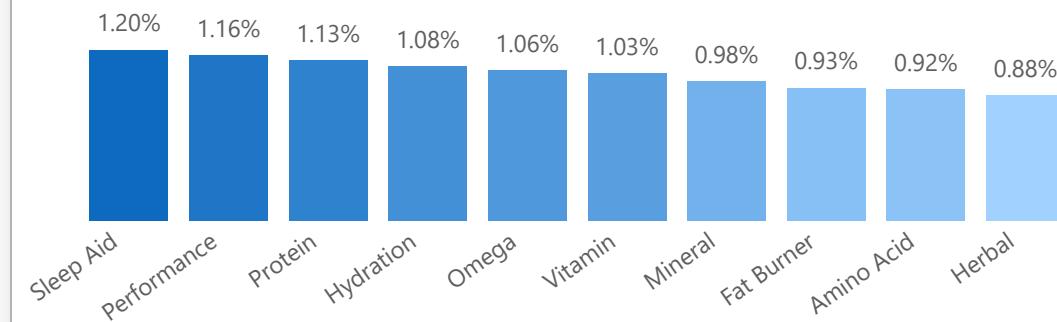
Riskiest Platform
iHerb
1.07%

Riskiest Location
UK
1.11%

High Risk Products Table

Product Name	Revenue	Returns	Return Rate	Avg Discount
Pre-Workout	\$268,255	99	1.23%	11.80%
Whey Protein	\$285,525	96	1.20%	12.99%
Melatonin	\$268,558	96	1.20%	13.49%
Iron Supplement	\$288,302	90	1.12%	12.54%
Creatine	\$256,288	88	1.09%	12.88%
Multivitamin	\$283,191	86	1.09%	14.06%
Electrolyte Powder	\$278,809	87	1.08%	13.65%
Fish Oil	\$300,691	84	1.06%	11.87%
Collagen Peptides	\$280,969	84	1.05%	11.59%
Magnesium	\$242,139	83	1.04%	13.61%
Vitamin C	\$244,134	79	1.01%	14.58%
Biotin	\$313,899	80	1.00%	10.69%
Green Tea Extract	\$296,977	74	0.93%	12.54%
BCAA	\$276,507	73	0.92%	12.99%
Ashwgandha	\$269,952	71	0.88%	11.55%
Zinc	\$275,170	62	0.78%	12.89%
Total	\$4,429,367	1,332	1.04%	12.73%

Return Rate by Category



Discount vs Return Risk

